



Bachelor of Arts and Sciences in Social Data Science [BASc(SDS)]



BASc(SDS) Programme

- By bringing together different disciplines from the **Faculties of Education, Science and Social Sciences**, we are positioning the BASc(SDS) as a senior year entry programme for sub-degree holders.
- As one of the Bachelor of Arts & Sciences (BASc) programmes at HKU, BASc(SDS) programme takes an **interdisciplinary** approach, integrating information science, computer science, mathematics, statistics, and social sciences to cultivate students' knowledge and technical skills in addressing social issues and societal challenges.

Programme Aims

- The programme strives to *cultivate a community of students from diverse academic backgrounds* who possess a keen interest in social data science.
- The programme aims to equip students with *data literacy, analytical skills, and interdisciplinary thinking*, enabling them to leverage large-scale datasets to derive meaningful insights and make informed decisions in addressing complex social issues.

BASc(SDS) senior year programme

There is no Year 1 or Year 2 admission.

Successful applicants will be admitted directly to Year 3 of this four-year programme.

	Credits
Major in SDS	72
Common Core Courses (in different Areas of Inquiry)	12
Artificial Intelligence Literacy	6
English Language Enhancement	6
Free Electives	24
Total	120

72-credit Major in Social Data Science

- Core courses
(54 credits)
- Advanced Elective Courses
(18 credits; choose 6 credits from each Faculty)

Core Courses (54 credits)

Introductory courses (24 credits)

- Social data science foundations
- Social computing: Methods and applications
- Data processing and visualisation
- Introduction to statistics

Advanced compulsory courses (18 credits)

- Advanced statistical modeling for social applications
- Data warehousing and data mining
- Introduction to R/Python programming and elementary data analysis

Capstone courses (12 credits)

- Internship
- Project

Advanced Elective Courses: 18 credits (6 credits from each discipline)

- Year 3 students can enroll – subject to availability of places
- Not all courses will be offered every year

Faculty of Education	Faculty of Social Sciences	Faculty of Science
<ul style="list-style-type: none">• BSIM3017 Database systems• BSIM3021 Web development, users and management• BSIM3025 Multimedia and human-computer interaction• BSIM4011 Project management• BSIM4019 Electronic commerce• BSIM4020 Information society issues and policy• BSIM4024 Fundamentals of object-oriented programming• BSIM4027 Selected topics in information management• BSIM4028 Principles and practice of data visualization• MLIM6319 Information behavior• MLIM7350 Data curation	<ul style="list-style-type: none">• GEOG1020 Modern maps in the age of big data• GEOG2090 Introduction to geographic information systems• GEOG2152 Health and medical geography• GEOG3417 Health, wellbeing, place and GIS• POLI3039 Public policy analysis• POLI3080 Global political economy• POLI3131 In search of good policy: an introduction to policy evaluation• PSYC2071 Judgements and decision making• SOCI2080 Media and culture in modern societies• SOWK2023 Social policy issues in Hong Kong• SOWK2131 Behavioural economics for social change• SOWK3091 Mental health sciences and society	<ul style="list-style-type: none">• SDST2605 Demographic and socio-economic statistics• SDST3612 Statistical machine learning• SDST3613 Marketing analytics• SDST3617 Sample survey methods• SDST3622 Data visualization• SDST4011 Natural language processing• SDST4601 Time-series analysis• SDST4609 Big data analytics

Programme Features

- **Partnerships with Industry (BSDS3999 Internship)** - Students apply what they learn in their academic studies in real-life situations by working on social data science related projects through internship experience in a selected organisation.
- **Final Year Project (BSDS4999 Project)** - Students apply a wide range of research methods and skills in a social data science project to complete a significant piece of work under supervision.
- **Exchange Programme** - To foster students' international understanding, the programme encourages students to study overseas in well-established universities through academic exchange. BASc(SDS) students have participated in exchange programmes in University Jean Moulin Lyon 3 (France), Tilburg University (Netherlands), University of Bergen (Norway), Stockholm University (Sweden), and University of Surrey (UK).

BSDS3999 Internship (Capstone)

Purpose

- Apply knowledge into practice.
- Students engage in practical experience with social data science related tasks in an organization.

Internship Coordinator

- Please follow the instruction of the Internship Coordinator regarding the arrangement, otherwise you will not receive any support for arranging the placement.

Placement

- Placement will normally be arranged through the Internship Coordinator, though students are encouraged to look for their own placement organization.
- Students who are not able to find a placement during the period specified may be required to defer the Internship for one year or to receive a fail grade in the course.

Supervisors

- Internship Coordinator and Workplace Supervisor

BSDS4999 Project (Capstone)

- Students are required to complete a project in their final year of study.
- All Year 4 students will have chances to present their Final Year Projects to supervisors, peers and guests from the industry and academia at the **FYP Presentation Day** and Year 3 students are required to participate in the FYP Presentation Day.
- **Ethical approval** must be obtained before data collection for research conducted involving human participants or use of vertebrate animal subjects.
- More details in student handbook or Faculty website:
<https://web.edu.hku.hk/research/ethics-application>